

sceducationlottery.com

# SELLING points

September 2014 Vol. 15, No. 3

LOTTERY RETAILER NEWSLETTER

PLAYERS'  
CLUB



INSTANT  
REPLAY



Dear Lottery Retailers:

We have just closed a strong and meaningful year at the South Carolina Education Lottery. And, YOU deserve the credit. Together, you and your fellow retailers sold an impressive \$1.26 billion, with a “B,” in tickets, a new record. Your commitment gifted \$323.4 million in cash to South Carolina’s students, also a record for education. Wow!

So, how are we going to top that? By doing what we do best, selling tickets. And our most popular brand is instants. I have two big announcements about instants.

An exciting promotion, one your players have asked for, launches at the end of the month. **Instant Replay** is a second-chance promotion for non-winning \$1 and \$2 scratch-offs. Like our previous promotions, players can enter tickets online for a chance to win cash prizes. But unique to this one, players can also win points to redeem for merchandise.

I invite you to go online now and join our revamped Players’ Club to see for yourself how Instant Replay works, and while you’re there, take a peek inside the Instant Replay Store to explore what merchandise players can win. Your Marketing Sales Representative will be stopping by to personally explain ways you can make Instant Replay a success.

But before we get to Instant Replay, a new \$10 ticket with a \$1 million top prize hits stores. **\$1,000,000 Fortune** won’t disappoint, offering a \$1 million second-chance drawing prize for players that don’t win on the ticket.

So let’s keep our momentum going! Congratulations and heartfelt thanks for a terrific year...and an even better one to come!

All my best,

**Paula Harper Bethea**  
Executive Director



If you would like to speak with Paula Harper Bethea, contact Holli Armstrong at 803-737-4419.

# SELLINGpoints

***Selling Points*** is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to lead time for printing and delivery of this newsletter, certain information may not necessarily be the finalized product or version. If you have an idea for an article or questions about this publication, please call 803-737-4419.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)  
**Stolen/Missing Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)  
**Winning Numbers Line:** 1-803-734-4966 (IWON)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155  
**Ad Space:** 1-803-737-4419 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:  
**www.sceducationlottery.com**

Please Play Responsibly! [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



MANAGER IVAN

## FEATURED RETAILER Stop N Shop

By Angie Williams, Midlands MSR

Meet Mr. Shah, the owner, and Ivan, the manager, of **Stop N Shop** in **Lexington**.

Mr. Shah took over the store in the middle of road construction outside the location. Lottery sales were not that great at first, but with patience and hard work they’ve built Stop N Shop in to one of the top lottery retailers in Lexington.

Mr. Shah keeps his store clean and inviting for all his customers. He provides excellent customer service, updates jackpot signs, keeps ticket dispensers full and loaded correctly, displays all required lottery signage and pays out winnings up to and including \$500. Mr. Shah and Ivan always ask for the sale.

If it’s Monday, they ask if you have your Mega Millions® ticket for Tuesday. Wednesdays its Powerball®. On Friday they ask if you have your Mega Millions® and Powerball® tickets for the weekend. They always tell customers the correct jackpot amounts.

Mr. Shah and Ivan reward their players by hosting promotions and inviting other vendors in for giveaways to go along with prizes the store has purchased. These fellows are proof hard work pays off in increased customers and sales.



**Allreads Corner LLC, Mullins – Lana & Edna**  
**Xpress Fuel, Anderson – Van**  
**Devi Food Mart LLC, Hampton – Roy & Arti**

# INSTANT REPLAY

## SECOND-CHANCE PROMOTION

By Ammie Smith, Product Specialist

Want to turn those non-winning \$1 and \$2 instant tickets into winners? Now's your chance! On September 29, **Instant Replay**, a second-chance promotion for points and prizes, launches. We'll have 12 drawings. In 11 monthly drawings players can win points to redeem for merchandise and a chance to win cash prizes. The twelfth and final drawing will award \$100,000!



1. GO ONLINE & JOIN PLAYERS' CLUB!

Download the app on any Android or Apple smartphone or tablet to start scanning tickets.

2. DOWNLOAD THE APP



3. START ENTERING TICKETS!

Only non-winning \$1 & \$2 scratch-offs are eligible for the **Instant Replay** Promotion. Look for the **Instant Replay** Link in Players' Club to enter tickets for a chance to win cash and points redeemable for merchandise.

## WHAT CAN I DO?

First, join Players' Club and download the INSTANT REPLAY App. Familiarize yourself with the site, app, and browse the store. That way, you'll be ready to help players sign up and scan tickets straight from their phones. Talk to your sales representative about setting up an INSTANT REPLAY Promotion!

\*Odds are based on the number of entries submitted.

\*Some \$1 and \$2 instant tickets will not be included in the Instant Replay Promotion.

Entries must be made electronically. SCEL will not accept any mail-in entries for the Instant Replay Promotion.

4. SHOP THE STORE!

Enter \$1 and \$2 tickets for a chance to win points to redeem for merchandise in our **Instant Replay Store**. Log into your Players' Club account either online or on your tablet or smart phone and visit the **Instant Replay Store** to start shopping.

Electronics • Jewelry • Cookware  
Collegiate Gear • Digital Downloads  
AND MUCH MUCH MORE!

## WHAT CAN I WIN IN EACH MONTHLY DRAW?

### CASH PRIZES

\$20,000 • \$10,000 • \$5,000  
\$3,000 • \$1,000

### POINTS FOR MERCHANDISE

100 winners of 20,000 points  
120 winners of 10,000 points  
100 winners of 5,000 points  
100 winners of 2,500 points

### \$100,000 IN A GRAND PRIZE DRAWING

On Wednesday, September 23, 2015, there will be a final drawing for \$100,000! Entries not selected as a winner or an alternate in previous monthly drawings are eligible.

## 12 CHANCES TO WIN!

### Last Day to Enter:

October 21, 2014  
November 18, 2014  
December 16, 2014  
January 20, 2015  
February 17, 2015  
March 17, 2015  
April 21, 2015  
May 19, 2015  
June 16, 2015  
July 21, 2015  
August 18, 2015

### Draw:

October 22, 2014  
November 19, 2014  
December 17, 2014  
January 21, 2015  
February 18, 2015  
March 18, 2015  
April 22, 2015  
May 20, 2015  
June 17, 2015  
July 22, 2015  
August 19, 2015

**GRAND PRIZE DRAWING:** Sept. 23, 2015

# \$1,000,000 FORTUNE

By Ammie Smith, Product Specialist

We're back with another opportunity to win \$1 MILLION on a scratch-off. **\$1,000,000 Fortune** launches Tuesday, September 9 with three top prizes of \$1 million to be won. This \$10 ticket is loaded with other prizes too! Your players can win up to 25 times!

As always, your players have an additional opportunity to win \$1 MILLION by entering non-winning **\$1,000,000 Fortune** tickets into a second-chance drawing either by mail or online. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail the ticket like a postcard. Players can also enter at [sceducationlottery.com](http://sceducationlottery.com). The odds of winning the \$1 MILLION second-chance prize depend on the number of entries received.



## Closings

**September:**  
**Monday, September 1:** SCEL offices AND our delivery partners will be closed to observe Labor Day. Retailers will NOT be able to order tickets. Tickets ordered by 5 p.m. on Thurs., August 28, will be delivered on Fri., August 29. Tickets ordered on Fri., August 29, will be delivered on Tues., Sept. 2. Drawings will be held as scheduled. Remember to order early for the holiday weekend.

## ANOTHER WINNING YEAR

Unbelievable! You and your fellow lottery retailers sold more than \$1.26 BILLION in lottery tickets, a record for us! This marks the sixth straight fiscal year you've topped \$1 billion in sales. CONGRATULATIONS!

### YOU WIN

**\$901.3 MILLION** in retailer commissions and incentives earned since startup...

### PLAYERS WIN

**\$7.9 BILLION** in total prizes won by lottery players since the first ticket was sold...

### EDUCATION WINS

**\$3.4 BILLION** transferred to education and counting since the start of the games in SC...

Transfers to the Education Lottery Account for Fiscal Year 2013-14 surpassed \$323.4 million in cash, the highest seen since our journey began in 2002. Lottery transfers since startup have now surpassed the \$3.4 BILLION mark. Your support is having an impact in neighborhoods across our great State.

Retailers, you earned more than \$89 million in retailer commissions and incentives during the fiscal year.

To the right is a listing of the **MILLION DOLLAR SALES CLUB** for retailers with sales greater than \$1 million in Fiscal Year 2013-14. A total of 71 retailers are **MILLION DOLLAR SALES CLUB** members!

### WE WON TOO!

Taylor at Borderline Mini Mart in Clover is all smiles having sold a \$200,000 winning ticket!



## Thank You, Lottery Retailers, for a record-setting fiscal year!

## TOP 10 RETAILERS BY REGION

### UPSTATE

Business Name:	City:
Miller Produce	Fort Mill
Garden Spot 4	Taylors
Quick Pantry 26	Greenwood
Quick Pantry 16	Greenwood
Sams Corner	Spartanburg
Herlong Express	Rock Hill
Value Spot 4415	Simpsonville
Mini Mart	York
Sunoco Quick Mart	Greenville
Texaco Food Mart	Spartanburg

### MIDLANDS

Business Name:	City:
Jimmy's Mart	Columbia
Devikinc	Sumter
3 Way Food Mart 5	Aiken
Quick Pantry 21	Orangeburg
Dusty Bend Discount Bev	Camden
V Go Food Mart	Holly Hill
Quick Pantry 5	Orangeburg
Quick Pantry	Saint Matthews
Top Notch Mart	Columbia
Short Stop	Orangeburg

### COASTAL

Business Name:	City:
Food Mart #1	Charleston
Sky Mart Patel Conv.	Charleston
Big Ts	Goose Creek
Fuel Express	North Charleston
Shop N Go	Beaufort
In N Out Conv.Store	Charleston
Abhi Enterprises	Florence
Amoco Food Shop	Beaufort
Sunfly Conv.Store	North Charleston
Scotchman	Georgetown

Million Dollar Sales Club FY 2013-14

Business Name:	City:	Total Sales:
1. Food Mart	Charleston	\$2,333,743.00
2. Jimmy's Mart	Columbia	\$2,328,845.00
3. Sky Mart Patel Convenience Store	Charleston	\$2,273,327.00
4. Big T's	Goose Creek	\$2,178,206.50
5. Devikinc	Sumter	\$2,171,055.00
6. Fuel Express	North Charleston	\$2,017,295.50
7. 3 Way Food Mart 5	Aiken	\$2,006,930.00
8. Miller Produce	Fort Mill	\$1,921,456.50
9. Shop And Go	Beaufort	\$1,864,371.00
10. Quick Pantry 21	Orangeburg	\$1,668,071.00
11. Garden Spot 4	Taylors	\$1,595,862.00
12. In N Out Convenience Store	Charleston	\$1,588,682.00
13. Dusty Bend Discount Beverage	Camden	\$1,574,249.00
14. V Go Food Mart	Holly Hill	\$1,569,011.50
15. Quick Pantry 5	Orangeburg	\$1,538,993.00
16. Abhi Enterprises	Florence	\$1,537,199.00
17. Quick Pantry 26	Greenwood	\$1,533,671.00
18. Quick Pantry 16	Greenwood	\$1,522,502.50
19. Amoco Food Shop	Beaufort	\$1,507,376.50
20. Quick Pantry	Saint Matthews	\$1,499,456.50
21. Top Notch Mart	Columbia	\$1,495,346.50
22. Short Stop	Orangeburg	\$1,493,399.50
23. Sams Corner	Spartanburg	\$1,467,386.50
24. Alhanik LLC	Columbia	\$1,462,430.00
25. Sunfly Convenience Store	North Charleston	\$1,455,315.00
26. Shiv Mart III	Columbia	\$1,443,740.50
27. M P Mart	Winnsboro	\$1,434,709.00
28. Scotchman	Georgetown	\$1,429,418.00
29. Shell Quick Mart	Georgetown	\$1,411,236.00
30. Quick Serve	Lexington	\$1,400,969.00
31. 52 Station	Moncks Corner	\$1,389,554.00
32. Palm Pantry 1	Bamberg	\$1,378,794.00
33. Quick Stop & Go III	Columbia	\$1,350,424.50
34. SKS Foodmart	Columbia	\$1,334,840.00
35. Quick Pantry #34	Orangeburg	\$1,319,239.50
36. Quick Pantry 7	Orangeburg	\$1,308,978.00
37. Raceway #6747	West Columbia	\$1,283,337.00
38. Mo Conv. and Tobacco Store	Aiken	\$1,275,266.00
39. AM PM Food Mart Inc	Columbia	\$1,274,439.50
40. Bettys Quick Stop	Hemingway	\$1,273,672.00
41. Kaival Plaza	Saint Helena Island	\$1,267,971.50
42. Herlong Express	Rock Hill	\$1,265,978.50
43. Stop N Go	North Charleston	\$1,244,791.50
44. Quick Store 1	Orangeburg	\$1,236,927.50
45. Value Spot 4415	Simpsonville	\$1,235,651.50
46. Mini Mart	York	\$1,229,645.00
47. Quick Pantry 25	Manning	\$1,225,998.00
48. Publix Super Markets #1081	Mount Pleasant	\$1,209,319.00
49. Sunoco Quick Mart	Greenville	\$1,193,719.00
50. PM Food Mart	Hartsville	\$1,138,158.00
51. Sumter Stop	Sumter	\$1,136,812.50
52. BP Food Shop	Beaufort	\$1,119,145.50
53. J & S Food Mart IV	Columbia	\$1,112,457.50
54. 4 Way Stop	Orangeburg	\$1,110,638.50
55. Caper House	Saluda	\$1,105,506.50
56. EZ Stop	Summerville	\$1,085,242.50
57. Savers	Florence	\$1,078,726.00
58. Kwik Mart	Sumter	\$1,077,021.00
59. EZ Shop	Darlington	\$1,066,764.00
60. Quick Food Mart	Orangeburg	\$1,064,700.50
61. Smart Stop	West Columbia	\$1,062,898.00
62. Sams Mart	Quinby	\$1,061,109.50
63. Publix Super Markets #824	North Charleston	\$1,051,022.00
64. Texaco Food Mart	Spartanburg	\$1,049,312.00
65. Quick Pantry #35	Orangeburg	\$1,037,389.50
66. Murphy Express #8538	Columbia	\$1,035,128.00
67. Kwik Mart	Ladson	\$1,015,720.50
68. Shyam Food Mart Inc	Beaufort	\$1,015,680.00
69. Elloree Country Store	Elloree	\$1,006,104.00
70. Eagle Express	West Columbia	\$1,002,475.50
71. Sai Mart	Orangeburg	\$1,000,609.00

## UPCOMING games

Games scheduled to launch  
Tuesday, September 9:



Games scheduled to launch  
Tuesday, September 30:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

## TICKET alerts\*

Wed., Sept. 3: Last day to sell 7.11.21 (#673).

Fri., Sept. 5: Last day to return Cash Multiplier (#654).

Tues., Sept. 9: Last day to redeem Giant Jumbo Bucks (#593) & Elegant Riches (#637).

Wed., Sept. 10: Last day to sell Hit Trips (#631) & Millionaire Madness (#670).

Fri., Sept. 12: Last day to return Triple Dynamite 777 (#662).

Tues., Sept. 16: Last day to redeem Cash Spectacular (#669).

Wed., Sept. 17: Last day to sell Stacks of Cash (#675).

Fri., Sept. 19: Last day to return Guy Harvey (#629).

Tues., Sept. 23: Last day to redeem Payoff (#630), High 5's (#650), and Monopoly (#651).

Wed., Sept. 24: Last day to sell Big Winning Numbers (#659).

Fri., Sept. 26: Last day to return Tic Tac Toe (#671).

Tues., Sept. 30: Last day to redeem Jumbo Bucks (#600), Carolina Panthers (#646), and 6X the Cash (#658).

## ENDING games\*

Start selling down the following:

**SC-673 7.11.21**

Last day to sell:  
Wednesday, September 3, 2014

Last day to return:  
Friday, October 3, 2014

Last day to redeem:  
Tuesday, December 2, 2014

**SC-631 Hit Trips**  
**SC-670 Millionaire Madness**

Last day to sell:  
Wednesday, September 10, 2014

Last day to return:  
Friday, October 10, 2014

Last day to redeem:  
Tuesday, December 9, 2014

**SC-675 Stacks of Cash**

Last day to sell:  
Wednesday, September 17, 2014

Last day to return:  
Friday, October 17, 2014

Last day to redeem:  
Tuesday, December 16, 2014

**SC-659 Big Winning Numbers**

Last day to sell:  
Wednesday, September 24, 2014

Last day to return:  
Friday, October 24, 2014

Last day to redeem:  
Tuesday, December 23, 2014

\* Watch for UPDATES to ending dates sent via your lottery terminal.

Ending game dates are current as of Thursday, July 31, 2014.